

Values, Attitudes, and Behaviors



Great Plains Regional Medical Command

Objectives

- Define values, attitudes, behaviors and beliefs
- Explain the importance of beliefs, values, and norms
- Explain the value system and the significance of the socialization process
- Explain Louis Rath's seven value criteria
- Explain cognitive dissonance and ways to reduce it

Values

What are they?



Values

- Represents something important in our existence
- A type of belief, centrally located within our self-concept, about how we ought or ought not behave
- Something near, dear to me and supports my existence

ARMY VALUES



LOYALTY
DUTY
RESPECT
SELFLESS SERVICE
HONOR
INTEGRITY
PERSONAL COURAGE


CALL TO DUTY
FOOT ON THE GROUND



U.S. ARMY

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ARMY VALUES

LOYALTY

*Bear true faith and allegiance to
the U.S. Constitution, the Army,
your unit and other Soldiers.*

"The price of freedom is eternal vigilance"
— Thomas Jefferson

**ARMY
VALUES**

CALL TO DUTY
LOOKS ON THE GROUND

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Reestablishment of 40 National Soldiers on the steps of the Capitol Building, Washington, DC, 6 April 2002.

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LOYALTY-legitimate obligation

DUTY

Fulfill your obligations.

*"I am a Soldier, I fight where I am told, and I win where I fight."
— General George S. Patton*

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**ARMY
VALUES**

CALL TO DUTY
ROOTS OF THE GROUND

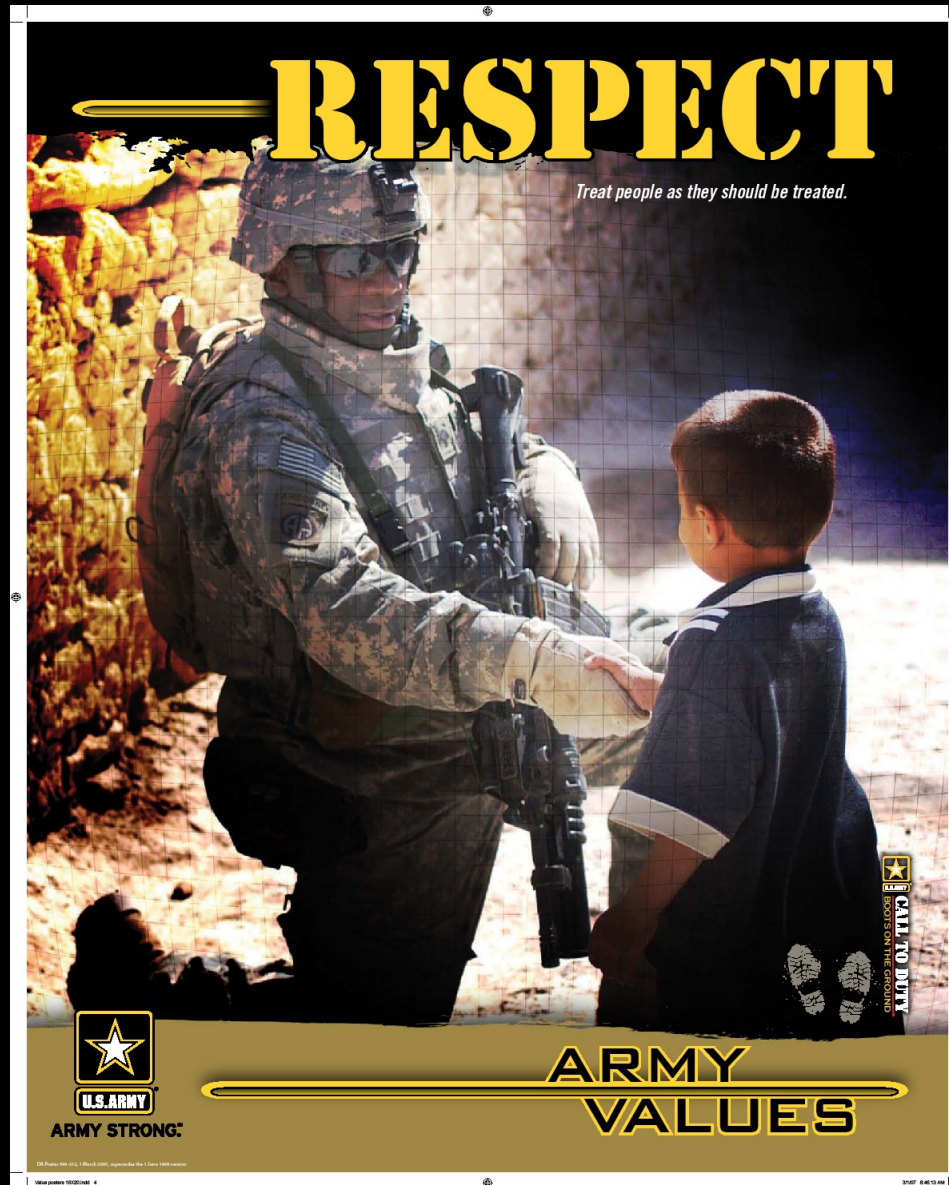
DA Form 100-224, 1 March 2007, approved for 1 June 1988 revision

*"I am a Soldier, I fight where I am told, and I win where I fight."
— General George S. Patton*



ARMY VALUES

DUTY-laws, rules, regulations



RESPECT-regard and recognition of dig

SELFLESS SERVICE

*Put the welfare of the Nation,
the Army, and your subordinates
before your own.*

**ARMY
VALUES**

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CALL TO DUTY
FOOT'S ON THE GROUND

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SELFLESS SERVICE -signifies the proper ordering of priorities

HONOR

Live up to all the Army Values.

"Duty, Honor, Country. Those three hallowed words reverently dictate what you ought to be, what you can be, what you will be."
— General Douglas MacArthur

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ARMY VALUES

CALL TO DUTY
LIVES ON THE FRONT

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HONOR-state of character

Do what's right, legally and morally.

"The truth of the matter is that you always know the right thing to do. The hard part is doing it."
— General Norman Schwarzkopf



ARMY STRONG:

ARMY VALUES

CALL TO DUTY
BOOTS ON THE GROUND

INTEGRITY-private moral code

PERSONAL COURAGE

Face fear, danger, or adversity.

*"The Soldier, above all other people, prays for peace, for he must suffer and bear the deepest wounds and scars of war."
— General Douglas MacArthur*

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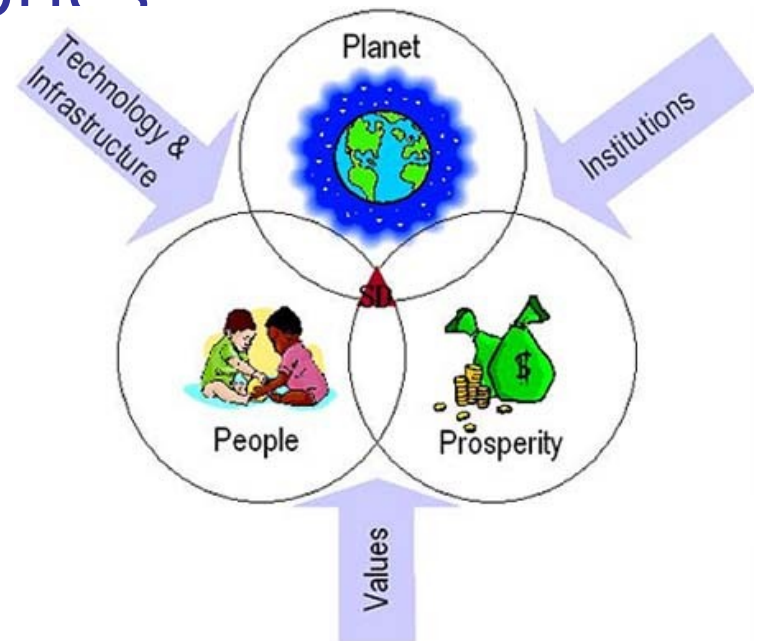
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PERSONAL COURAGE -physical and moral coura

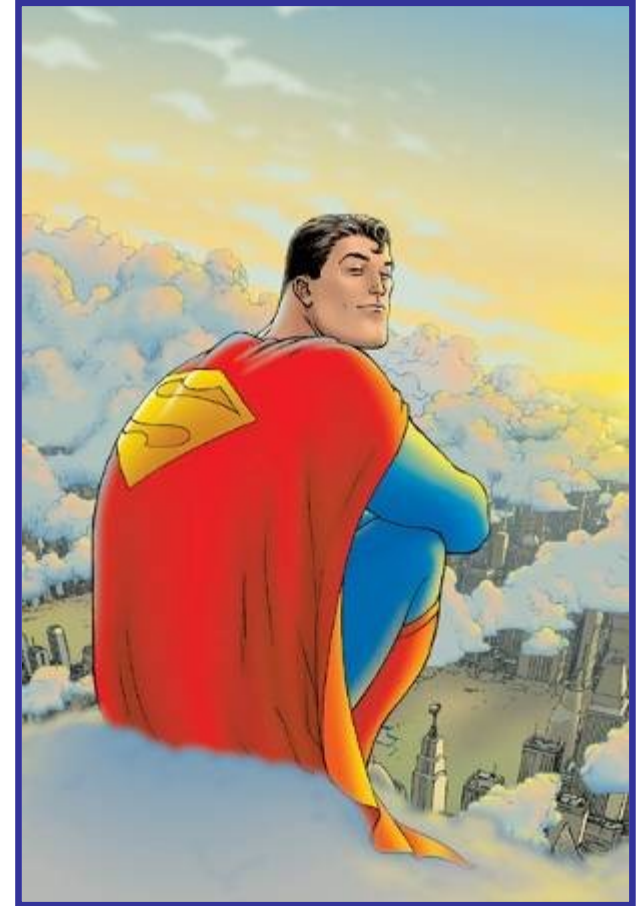
Value System

- A set of values adopted by an individual or society influencing the behavior of the individual or members of the society.
- Comprised of six categories:
 - Personal
 - Social
 - Political
 - Economic Values
 - Religious
 - Socialization



Categories of Values

- **Personal Values**
 - representative of an individual's moral character



Categories of Values

- **Social Values**

- Folkways- values people accept out of habit
- Morals- morality which governs values
- Institutional- ways or practices set up under law
- Taboos- the emphatic do's and don'ts of a particular society



Categories of Values

- **Political**

- “American Way”, public service, voting, civic responsibility



- **Economic**

- Such mediums as equal employment, stable economy, money, private property, pride of ownership, and



Categories of Values

- **Religious**

- Characterized by reverence for life, human dignity and freedom of worship

- **Socialization**

- Major source of individual values



Louis Rath's Value Criteria

- First area... "choose"
- Second... "act"
- Then... "repeat because of meaning"



Louis Rath's Value Criteria

- **Choosing Freely**
 - No one can force you into a value
- **Choosing from alternatives**
 - Choosing after consideration of the consequences
- **Choosing after the thoughtful consideration**
 - Being committed to the choice
- **Prizing and cherishing**
 - Being happy with your choice



Louis Rath's Value Criteria

- **Affirming**

- Letting others know where you stand

- **Acted upon**

- Your actions speak louder than words

- **Repeated**

- Consistent in your pattern of

AFFIRM



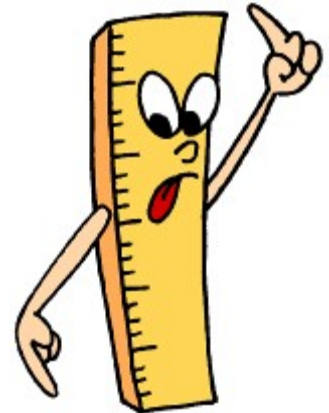
Attitude



A state of mind or feeling with regard to some matter

Characteristics of Attitude

- **Difficult to measure**
 - Indicated by behavior, reactions to individual situations, social values
- **May create inflexibility and stereotypes**
 - Based on inconsistencies, incorrect assumptions or other false data
- **Demonstrated by behavior**



Characteristics of Attitude

- **Formed largely from the continuous process of socialization**
- **Positive or negative implic** 
- **Once formed not easily changed** 
 - Takes a significant emotional event, new conditions, new experience, and new information
 - Attitudes may be affected by age, position, and education

Behavior

The manner of conducting oneself. The response of an individual or group to it's environment.

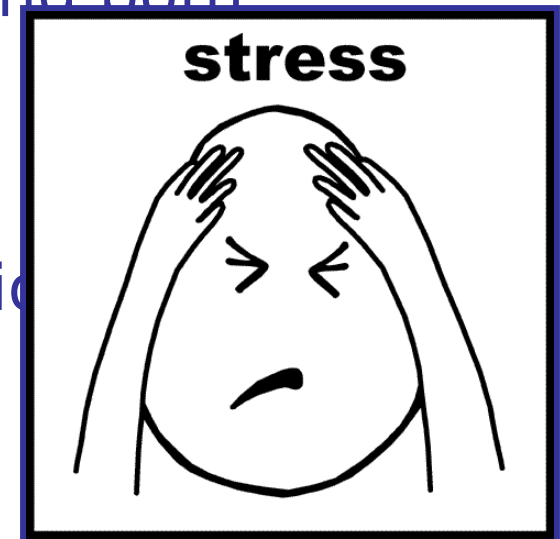


BETARI Box Model



Cognitive Dissonance

- A state of internal tension that results from an inconsistency between any knowledge, belief, opinion, attitude or feeling about the environment, oneself or one's behavior. It is psychologically uncomfortable.
 - **Cognitive**- being reduced to factual knowledge; act or process of knowing including both awareness and judgment.
 - **Dissonance**- lack of agreement, inconsistency between one's actions and one's belief



Ways to Reduce “Cognitive Dissonance”

Avoidance

Denial

Change



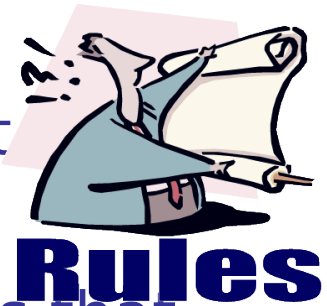
Example of the Process

- **Avoidance**- SFC Jones delegates responsibilities so he doesn't have to come in contact with females, or asks for a transfer.
- **Denial**- SFC Jones passes this off as an exception to the rule
- **Change**- SFC Jones thought females could not perform under stress, but he was wrong.
- ***Have you experienced this?*** Now you know the big words for what happened to you.

Beliefs/Norms

- **Beliefs** are assumptions or convictions you hold as true about some thing, concept, or person.
- **Norms** are the rules or laws normally based on agreed-upon beliefs and values that members of a group follow to live in harmony.

- **Formal**- official standards or laws that govern behavior.
- **Informal**- unwritten rules or standards that govern the behavior



Summary

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